

Effects of COVID-19 on hotel marketing and management: a perspective article

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Abstract

This paper aims to discuss the effects of COVID-19 on hotel marketing and management practices and outlines a three-pronged research agenda to stimulate knowledge development in the hotel sector. This paper is based on an overview of the relevant literature on hotel marketing and management and the hotel guest behavior. The authors also investigated hospitality service trends to propose a research agenda. This paper presents a research agenda from three dimensions – artificial intelligence (AI) and robotics, hygiene and cleanliness and health and health care. First, different types of AI (mechanical, thinking and feeling) might open up distinct research streams at the intersection of health crises and hotel management, in light of the COVID-19 pandemic. Additionally, this paper recommends that researchers move beyond typical perspectives on the antecedents and outcomes of hotel hygiene and cleanliness to delve into guests' perceptions of the cleanliness of specific hotel surfaces. Furthermore, a more in-depth analysis is warranted about the evolving relationship between hotels and the health-care sector. The recommended research areas are intended to advance the knowledge base to help hotels recover from the COVID-19 pandemic. The suggested research streams are expected to provide actionable insights to promote the development and sustainability of the hotel sector. This paper appears to be a frontier study, critically examining possible effects of the COVID-19 pandemic on hotel marketing and management practices and how hoteliers may respond to such challenges to recover after this pandemic.